

CHAPTER I

INTRODUCTION

1.1. Background of Study

Bali is an island renowned for its natural beauty and diverse culture. The island features numerous interesting and unique tourist destinations, one of which is Penglipuran Village, located in Bangli Regency. This village is famous for its unique buildings, craftsmanship, and cleanliness. Penglipuran Village has remained a favorite attraction for both local and foreign tourists, even after being closed due to the COVID-19 pandemic.

Penglipuran Village offers various facilities, including numerous information boards and signage. Tourists visiting the village can easily navigate, as signposts and information boards are present at every turn, providing directions, distances, and descriptions of places and buildings. Additionally, the village has information boards detailing visitor rules and other essential information.

These signs and information boards serve distinct functions and meanings. Generally, they are written in Indonesian, as mandated by the Law of the Republic of Indonesia Number 24 of 2009, Article 38, which states that "Indonesian language must be used in public signs, road signs, public facilities, banners, and other tools of public information" (Language Development and Development Agency, 2011). Alongside Indonesian, the signs also include Balinese (Aksara Bali) and, in some cases, foreign languages such as English.

According to Halim (1980), mentioning the political line of this national languages clearly describes that Indonesian is the first language, then the regional language and in third place are foreign languages, especially English. Research by Erikha (2018), on the linguistic landscape on the Kerajaan road signboard linguistic landscape of Kerajaan road signboards (Rajamarga) highlights the significance of cultural, economic, political, and social factors in analyzing road names. Similarly, Wulansari (2020), on multilingual studied multilingual signs in Bali's public spaces to determine the languages used in these areas. Erikha and Multamia (2020), also explored the linguistic landscape as a tool for promoting tourism in Bandung City, demonstrating its role in boosting the local economy.

Language is a crucial communication tool in daily life, facilitating human interaction. Smaradhipa (2005) defines language as a system of arbitrary vocal symbols produced by human speech organs for communication. Language can be delivered verbally and non-verbally. Public signs, such as billboards, signboards, and information boards, convey various language meanings. Wafa and Wijayanti (2018) analyzed tourist attractions in Surabaya, finding that information boards and signboards use multiple languages, including Indonesian, regional languages, and foreign languages. Puzey (2016) describes the linguistic landscape (LL) as an interdisciplinary study of language presence and interaction in public spaces.

Research on language in outdoor signs began to flourish following the publication of Landry and Bourhis (1997), which introduced the term linguistic landscape. This field examines the visibility and prioritization of languages on outdoor signs, including road signs, billboards, commercial space signs, and place names. The role

and domain of each language used in directional signs, information boards, and signboards at tourist attractions are crucial.

Martinet (1987) defines linguistics as the science of language study. Mastery of various languages is essential for tourism actors, facilitating communication across regions and nations. Multilingual individuals are valuable in the tourism industry, especially in Indonesia, where foreign language proficiency is critical.

Many studies analyze language use on signboards, billboards, information boards, and business names to identify language types and phrases. These studies examine monolingual, bilingual, and multilingual languages, as well as the functions and symbols of these languages, depending on the origin of the object and the message conveyed. This paper focuses on the linguistic landscape in Penglipuran Village, particularly the distribution of languages on outdoor signs, name boards, billboards, and other signage.

1.2. Problem Identification

The implementation of this research was due to the phenomenon of placing outdoor signs in certain places. The making of this research was due to an interest in the language and function of public signs in public places. This research, the author conducted an analysis in the Penglipuran tourist village located in Bangli Regency, Bali. During the research, the author found various types of outdoor signs, ranging from name boards, direction signs, information signs, advertising boards, and others. To carry out this research, the author identified two discussions, namely language distribution and language function. The first, the author will analyze the

distribution of language in the public sign phenomenon in Penglipuran Village. Language distribution in general is one of the studies that examines linguistics (categorizing). Research implementers in Penglipuran Village will study and analyze the distribution of language on outdoor signs in the Penglipuran Village area. This research focuses on grouping and categorizing types of language displays, and there are public sign phenomena such as monolingual, bilingual, and multilingual categories. In this language distribution, the author also analyzes the use of the language that is most dominant in the outdoor sign phenomenon in Penglipuran Village.

Second, the author will analyze the language function of the language display in the Penglipuran Village area. In this phenomenon, the author will examine the function of language used in outdoor media and whether this language has an informative or symbolic function.

The focus of this research is on the phenomenon of the distribution and function of language in outdoor media in Penglipuran Village, as explained above.

1.3. The Scope of the Study

Based on the problems identified, this research focused on two main topics, namely:

The first is to analyzes language distribution on public signs in Penglipuran Tourism Village. The second is to analyzes the language functions (information and symbols) of languages on public signs and billboards at Penglipuran Village. This research was conducted in 2023 in the Penglipuran Village. And this research using

theoretical studies from Landry and Bourhis (1997) regarding the distribution of language LL and the function of language as communication and symbols.

1.4. Research Questions

Based on the background of study, this research discussed two problems statements namely:

- 1.4.1 What is the language distribution on the tourist public signs in Penglipuran Village?
- 1.4.2 What are the functions of language on public signs?

1.5. Research Objectives

Based on the problems statement above, this study is intended to:

- 1.5.1 To find out the language distribution on tourist public signs in Penglipuran Village.
- 1.5.2 To find out the function of the languages on tourist public signs in Penglipuran Village.

1.6. Significance of the Study

The result obtained in the study to provide an understanding of the linguistic landscape as well as o provide theoretical and empirical interest.

1.6.1 Theoretical

This research is expected to provide support for the implementation and theories related to the use and development of the tourist linguistic landscape at Penglipuran Village. This research is expected to provide motivation and

new reference ideas related to tourist linguistic landscape research in the future.

1.6.2 Empirical

This study aims to provide an understanding of the importance of the linguistic landscape in Penglipuran village. With the tourist linguistic landscape, everyone finds it helpful, especially tourists who feel helpful by using guidance from existing public signs. Additionally, travelers and residents can find out the linguistic rules used in public signs, which are also useful for facilitating communication between the public and tourism. In this case, this study is expected to be very beneficial for society and future studies.

1.7. Definitions of Key Terms

1.7.1 Linguistic Landscape

Linguistic landscape according to Landry and Bourhis (1997) is an ethnolinguistic vitality to the phenomenon of language display on tourism public signs such as information boards, direction boards, and billboards in Penglipuran Village. This research focuses on language phenomena on tourist public signs in Penglipuran Village, namely language distribution and function on tourist public signs in Penglipuran Village.

1.7.2 Tourism Place

A place that has interesting attractions and objects to visit through the nature, culture, and tradition of that place. In tourist spots, there must be available tourist attractions that attract tourists, such as natural attractions, cultural attractions, building attractions and events. Tourist attractions must also provide various supporting facilities for the convenience of visitors such as accommodations, money changers, security, and the availability of public signs, such as signboards, information boards, billboards, and others. These facilities will make visitors very interested visiting.

Every country must have tourist attractions that are religious and interesting to visit. In Indonesia, the island of Bali is a favorite tourist spot that has various attraction and tourism attractions, and this makes the island of Bali highly respected by local and foreign tourists.

1.7.3 Penglipuran Village

Penglipuran village is a tourist village located in Bangli Regency, Bali. Penglipuran Village is about one hour and 18 minutes from Ngurah Rai International Airport. Penglipuran Village is a tourism village that has the uniqueness of the placement of houses, where the positions of all houses are neatly lined up. Additionally, Penglipuran Village has a spatial layout called “Tri Mandala” and the uniqueness of cultural traditions. Penglipuran Village is also one of the world’s cleanest villages according UNESCO. The Village has won Kalpataru, Indonesia Sustainable Destination Top 100

by Green Destination Foundation 2019 also named Penglipuran Village as one of the best villages in the world.

